



Seguin Economic  
Development Corporation

# **Seguin Economic Development Corporation**

Fiscal Year October 1, 2014 – September 30, 2015

Annual Report

## 1. REPORTING

In accordance with Section 4.04 of the Seguin Economic Development Corporation (SEDC) Bylaws, this annual report is submitted for your review and consideration. The period covered by this report is October 1, 2014 through September 30, 2015.

## 2. ACCOMPLISHMENTS AND ONGOING PROJECTS

Staff has continued to work with additional prospective industries. We have provided the prospective industries with supplemental information and continue to have a steady stream of communication. We will continue to present the packages to the prospects in a timely manner to isolate the prospects' interest to only the City of Seguin. We have contributed many long hours and hard work as the demand of the projects has required us to be very responsive and aggressive. We will continue to keep the board informed regarding our progress.

SEDC Staff continues to send welcome packets to all new businesses in the community. The packets share valuable information about Seguin and the services/support that SEDC can provide. These efforts will help attract, as well as retain, new businesses in Seguin.

### Tractor Supply Company

On October 21st, 2014 the Seguin Economic Development Corporation and the City of Seguin announce that Tractor Supply Company would be locate their new regional distribution center in Seguin. The SEDC and City Council gave final approval on a joint incentive package to recruit Tractor Supply Company. The project created approximately \$8,000,000 in new capital investment and 19 new jobs with an annual payroll of \$627,000+. Tractor Supply Company recently opened their new facility located near the intersection of State Highway 123 and Stremple Road. A ribbon cutting ceremony took place on November 12, 2015 to officially welcome Tractor Supply to the business community.

### Siro Group USA

The Seguin Economic Development Corporation and the City of Seguin announced on October 28th, 2014 that Siro Group USA would be locating their first North American Food Manufacturing Center in Seguin. Siro Group will be creating over \$58.5 million in new capital investment and 212 new jobs over six years. To position Seguin competitively a local incentive package was utilized which included an \$800,000 state grant from the Texas Enterprise Fund, and a five-year property tax abatement from the City and County. Over this five-year period of the incentive package, the City, County, Lateral Road, and School District are expected to receive over \$5 million in new property tax revenue, net of the tax abatement. In addition, the SEDC Board of Directors also approved a land grant of 50 acres, as well as 50% of the needed funding for improvements to 8<sup>th</sup> Street, with the City funding the remainder and the necessary electrical upgrades. In exchange for the incentives, Siro Group is contractually required to meet performance criteria including the creation of new jobs and

capital investment over a five-year period. Siro Group recently closed on the 50 acres of land and will soon be going out for bids for a design-build contractor. Siro Group is expected to begin construction on their 250,000 square foot facility located at the intersection of Rio Nogales and Eight Street in 2016. The project will include a factory, an R&D Center, and a Special Employment Center.

#### Niagara Bottling LLC

On June 30th, 2015 it was announced that Niagara Bottling LLC would be building there new 557,000 square foot bottling facility in Seguin. To position Seguin competitively a local incentive package was utilized which included a five-year partial property tax abatement from Guadalupe County and a land grant incentive valued at approximately \$985,900 from the Seguin Economic Development Corporation. Over the five-year period of the incentive package, the City, County, Lateral Road, and School District are anticipated to receive over \$6 million in new property tax revenue, net of the tax abatement. Niagara Bottling's 557,000 square foot facility located on approximately 30.77 acres of land at the intersection of Rio Nogales Drive and Eight Street is currently under construction. Construction is anticipated to be completed in early 2016, with the plant tentatively scheduled to open in early spring 2016.

#### Central Texas Technology Center (CTTC) Expansion

On May 14, 2015 CTTC broke ground on a 26,000+ square foot expansion of the workforce training facility. Multiple agencies contributed to the funding of the expansion project including the City of New Braunfels, the New Braunfels Industrial Development Corporation, U.S. Department of Commerce EDA Grant and the SEDC who are contributing \$700,000.00.

### **3. INFRASTRUCTURE DEVELOPMENT**

#### Water Tower

In early December 2014, Seguin's new one million gallon tank went into service and replaced a much smaller and older version. The increased capacity will serve growth on the city's north side. The project was funded from a \$1.18 million grant from the United States Department of Commerce Economic Development Administration, \$880,000 from the Seguin Economic Development Corporation and \$963,742 from the City of Seguin. The exhaustive grant selection process determined that the project will help business expansion in Seguin. The new water tower will help create and retain jobs in the community, as well as help Seguin compete regionally, nationally, and globally. The water tower features an eye-catching LED lighting system that dazzles drivers and residents with its festive colorful lights.

#### Interstate 10 Frontage Roads

Work has completed on the first of two frontage road projects that will provide access to future development along Interstate 10. In July 2014, the \$5 million frontage road project

between State Highway 46 and FM 464 officially wrapped up. The second project funded by TXDOT for 2015 at a cost of just over \$30 million, will construct more than two miles of frontage roads on both sides of Interstate 10 between State Highway 123 Business and State Highway 46. Specifically this project will reconfigure SH 46/FM 78/I -10 intersection, convert existing two-way frontage roads to one-way frontage roads , add frontage roads from SH 46 to SH 123 (Business), construct turnarounds at SH 46, UPRR/FM 78, and SH 123 (Business) and reverse I-10 Exit & Entrance Ramps between SH 46 and SH 123 (Business). Construction is estimated to begin in 2016.

#### **4. BUSINESS RETENTION AND EXPANSION**

##### Business Appreciation Luncheon

SEDC hosted the 3<sup>rd</sup> annual Business Appreciation Luncheon on August 27<sup>th</sup>, 2015 at the Texas Theatre. The theme of the luncheon was “Jobs Are Just the Beginning”. The event provided an opportunity to highlight the crucial role local businesses play in Seguin’s vibrant economy. Five local manufacturers were recognized for the contributions that provide to the community including quality jobs, diversified tax base, and community service. The businesses receiving awards were CMC Steel Texas – “Large Business of the Year”, Tecni Quip – “Local Entrepreneur of the Year”, Hexcel – “Safety Excellence of the Year”, Tyson Foods – “Community Service of the Year”, and Niagara Bottling – “New Manufacturer of the Year”.

##### Business Retention and Expansion Efforts

One of the goals of the SEDC work plan was to continue to focus on the Business Retention and Expansion program in existence. The importance of this is to help maintain the list of existing industries and facilitate the growth and expansion as available. This is an important aspect of maintaining the vitality and employment of Seguin and will continue to be a focus.

SEDC continued its Business Retention & Expansion surveying program to help assess the needs, opportunities, and challenges of Seguin’s existing businesses. The existing program is being considered and streamlined to ensure the cooperation of existing businesses while providing SEDC with the important details to facilitate opportunities as available.

#### **5. RETAIL ACTIVITIES**

As part of SEDC’s mission to diversify Seguin’s retail base, increase sales tax revenues, satisfy constituents and improve overall quality of life, Staff has continued retail recruiting in a number of ways:

##### Buxton

SEDC Staff continues to work closely with Buxton to enhance the efforts of retail attraction for the community. Buxton utilizes advanced customer analytics to allow the City of Seguin to identify those retailers that match the analytics and demographics of a target area. Based upon those matches, the City of Seguin and SEDC staff is working to recruit the retailers that would fit the City of Seguin shopping and dining habits of consumers in Seguin's trade area, and provide data-backed verification of retail potential in the community. SEDC Staff is currently utilizing Buxton's "targeted retailers" list for recruitment efforts both in-house and at the various retail recruitment events.

#### International Council of Shopping Centers (ICSC) Conferences

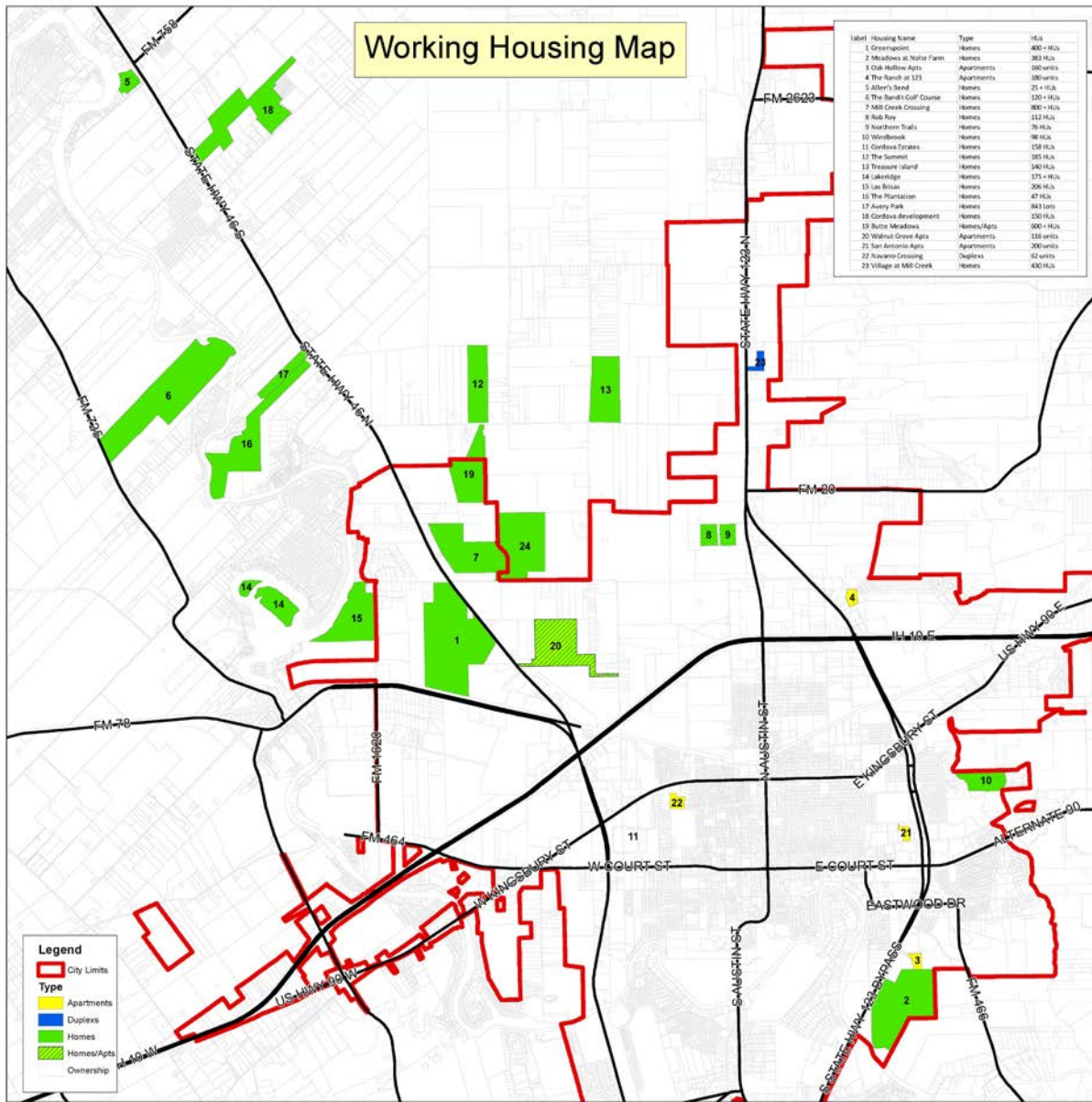
Staff attended various ICSC Conferences throughout FY 2014-15 starting in Dallas with the ICSC Texas Deal Making conference in November 2014, followed by ICSC New York Deal Making Conference in December 2014, and concluding with ICSC RECon in May 2015. These conferences provided staff with the opportunity to conduct meetings with retailers, real estate developers, and brokers. Staff also participated in the Retail Roundtable events at each of these conferences. During the Retail Roundtable representatives from nationally recognized companies make themselves available for introductions and meetings. Attendees wait in long lines to receive a very brief opportunity to interest the retailer in their community or obtain information that can be used for further recruitment efforts. Staff has continued to follow-up with retail prospects via phone, e-mail, and Constant Contact newsletters

#### Seguin Town Center/New Quest Properties

New Quest Properties continues to make progress on their planned 545 acre mixed use development located north of I-10 between Highway 46 and FM 464. The project is anticipated to include 120 acres of retail, 220 acres of industrial sites, and 60 acres for multifamily residential development. Staff continues to work with New Quest Properties to recruit retail tenants for the Seguin Commerce Center. At ICSC RECon, ICSC Texas, and ICSC New York, and SEDC Staff and New Quest leadership partnered to aggressively recruit large retail anchors and mid-size anchors for the development. The large and mid-size anchor stores will solidify verbal commitments from smaller stores already planning to locate in the development.

## **6. HOUSING**

With the abundant growth Seguin is experiencing, the number of single family homes is increasing rapidly. There are over 2,000 single family homes planned for Seguin. Staff created a housing map illustrating the existing subdivisions and included the number of housing units available and planned. Staff is utilizing the map in various marketing efforts and will continue to maintain and update the map as new housing is introduced.



## 7. WORKFORCE DEVELOPMENT

### Central Texas Technology Center (CTTC) Expansion

On May 14, 2015 a groundbreaking ceremony took place for the 26,000+ square foot expansion of the Central Texas Technology Center. Multiple agencies contributed to the funding of the expansion project including the City of New Braunfels, the New Braunfels Industrial Development Corporation, U.S. Department of Commerce EDA Grant and the SEDC who are contributing \$700,000.00.

## **8. SMALL BUSINESS AND ENTREPRENEURSHIP**

The Seguin Economic Development Corporation continues coordination and funding in partnership with New Braunfels for The Center for Entrepreneurship (TCE), a Small Business Development Center satellite office. Funding of the satellite offices includes training opportunities, minority business assistance, trade adjustment services to manufacturers, networking events and several others. Staff from the satellite office will travel throughout Comal and Guadalupe counties and host training courses in all three of the sponsoring communities. The proposed services will serve 350+ clients, spend 1700 hours consulting business owners, offer 30-35 training courses, and potentially create 90 jobs and 15 businesses and retain 60 jobs and 15 businesses. Additionally SBDC staff will visit local entrepreneur businesses and perform Retention Calls to assist in retaining businesses.

## **9. NETWORKING OPPORTUNITIES**

On June 18<sup>th</sup>, 2015 SEDC hosted a job fair to attract the best and brightest to positions by nearly 20 different local companies. Extensive local and surrounding area marketing was done to attract potential employees. Close to 350 people attended the fair, meeting with representatives from Cavco, Caterpillar Inc., Alamo Industrial, Continental Automotive, Cone Bioproducts, Xerxes, Quality BioResources, Rave Gears, Seguin ISD, Navarro ISD, Guadalupe Regional Medical Center, Tyson Foods and more. Job seekers came from Seguin, San Antonio, Austin, New Braunfels, Floresville and more. More than 60 job seekers noted they would consider relocating to Seguin for employment. Those attendees were mailed relocating packets and information about Seguin's quality of life were also available at the job fair. Employers reported they were confident they would be able to fill positions based on applicants they met at the fair.

## **10. STRATEGIC PLANNING**

The 2015 Program of Work for the Seguin Economic Development Corporation was developed at the September 2014 SEDC Board Workshop. The goals for the 2015 work plan are broken down to include objectives and strategies to utilize to achieve the goals set and measure progress throughout the year.

Goal #1: To attract new industries

Goal #2: To enhance the Seguin Economic Development Business Retention & Expansion Program

Goal #3: To develop a robust marketing + communications strategy

On Friday, October 23, 2015, the board of directors and staff of the Seguin Economic Development Corporation at the Guadalupe Regional Medical Center in Seguin for an annual board planning retreat consisting of board development and a strategic planning workshop. The purpose of this retreat was to develop a One-Year Program of Work for 2016. The 2016 work plan is still being developed and a full update will be provided in the SEDC Semi Annual Report.

## 11. MARKETING ACTIVITY

In alignment with the SEDC 2015 Work Plan, Staff worked to coordinate all communications and marketing efforts with a primary focus of promoting Seguin as an ideal community in which to live, work and play.

### Website

SEDC's portion of the City's website continues to be one of the most visited sections. The website allows for the SEDC staff to have control over the content that appears on the site. The site includes an available property search, a business directory, a business resource page and much more. In 2016 a city wide website redevelopment and branding campaign will move forward. The website redevelopment project will include complete overhauls of the city's central and supplemental websites. The goal is to create a more efficient way to fully engage with members of the community and those looking to live and work here. Once work is completed on the redevelopment and redesign on the City website SEDC staff will begin work on a full scale reorganization and updating process of data and information included within our portion of the website. More information on this initiative should be available for the SEDC semiannual report.

### Social Media

Staff continues its use of social media in its marketing program to engage the community, publicize the positives, and paint the picture of quality of life in Seguin. Primary emphasis for social media was devoted to Facebook, Twitter, Instagram, and LinkedIn. Social media allows for easy dissemination of information to citizens, businesses, and site consultants. On September 30, 2015 SEDC Page had reached 783 "likes" on Facebook. As of December 2<sup>nd</sup>, 2015 the SEDC Facebook page is now up to 859 "likes" The SEDC Twitter is currently up to 581 followers. SEDC continues to strategize its social media efforts to promote the City, the business community, and its quality of life. *[See attachment A]*

### Advertisements

The SEDC continues to maintain a presence with weekly advertisement in the print edition of the Seguin Daily News. SEDC also purchased ad space in the Seguin Area Chamber of Commerce Newcomers and Information Guide and the Seguin Gazette's "Welcome to Seguin" publication. SEDC has also utilized radio advertisement spots through KWED 1580. The SEDC participated in an advertisement package with the San Antonio Business Journal which features Seguin in the Relocation Guide and the Book of Lists. SEDC was also had targeted advertising in the San Antonio Business Journal print and online editions for our Job Fair. For the Job Fair SEDC also featured print ads in the Seguin Gazette, the Gonzalez Inquirer, Wilson County News, La Voz, Herald Zeitung, San Marcos Daily Record, The Austin Chronicle, San Antonio Express News web banner, San Antonio Military Bases

publications, The Paisano (UTSA), Texas Lutheran University, Seguin High School, Navarro High School and Marion High School. *[See attachment B]*

### Email Blasts

SEDC began utilizing Constant Contact software to send targeted email blasts to carefully crafted distributions lists including retail, housing, and manufacturing. These email blasts allow for effective distribution of information about new developments, programs, or available properties. The software has in depth statistic tracking capabilities and also allows recipients to opt out at any time. The SEDC email blasts consistently maintain a “green” report, verifying the emails are opened and receives interact with various links, videos, etc. included. *[See attachment C]*

### Marketing Video

In January, staff released two aerial videos of Seguin from footage taken in 2014. The two videos have more than 4,000 views so far. The videos have been viewed in the United States, Germany, Mexico, the United Kingdom, Canada, Russia, India, France, Iraq, Japan, Brazil, Argentina, Costa Rica, Spain, Nicaragua, Kyrgyzstan, Peru, Morocco, South Korea, Guatemala, Puerto Rico, Grenada, the United Arab Emirates, Austria, Australia, and more.

*[See attachment D]*

### Instagramming for Your Business Training Event

In February 2015, SEDC was a co-sponsor at the “Instagramming for Your Business” training event at the Seguin Coliseum with the UTSA Small Business Development Center. After extensive marketing efforts, over 30 participants registered for the training. Local businesses learned techniques and strategies to help with utilizing Instagram for their business.

## **12. RECRUITMENT/LEAD GENERATION/TRADE SHOW EVENTS**

### 10/35 Economic Development Alliance

SEDC and Build New Braunfels (Build NB) continue their partnership in the 10/35 Economic Development Alliance. This partnership allows the two member cities to leverage marketing dollars by sharing the costs of regional marketing initiatives.

The Alliance is a member of Texas One, the marketing arm of the Governor’s Office. Texas One affords the Alliance the opportunity to travel with the Office of the Governor’s Economic Development Office and other economic development professionals throughout the State of Texas on business recruitment mission trips. In January 2015, Terry Trevino represented Seguin at the Texas One event in Austin. The event celebrated Governor Greg Abbott’s and Lieutenant Governor Dan Patrick’s Inauguration Day.

### Team Texas

SEDC participates as a member of Team Texas, a statewide marketing arm of the Texas Economic Development Council (TEDC). This program helps leverage SEDC marketing funds and allows access to premier events.

### Texas One

Texas One is a program of Texas Economic Development Corporation created for the purpose of marketing and promoting Texas as a premier business location. No tax dollars from the State of Texas fund the Texas One Program. Instead, funds for Texas One come from its members and other donors, and are used for special events, outreach programs, and other marketing and communications programs. These programs are directed at a targeted audience of corporate decision makers and site selectors. Marketing activities include trade and industry events, business recruitment missions, special events, advertising and public relations, and an interactive web presence. Texas One efforts champion Texas as the premier location for business expansion and relocation and have resulted in a significant number of new jobs, relocations, and expansions benefitting Texas. As mentioned earlier the SEDC participates with Texas One as a part of the 10/35 Economic Development Alliance.

### Alamo Manufacturing Partnership

Seguin joined forces with the Alamo Manufacturing Partnership to pursue designation as a Manufacturing Community by the US Dept. of Commerce, which would be a positive designation in recruiting business relocations and also would provide favored status in competition for federal grants. The partnership included UTSA's Institute for Economic Development, the City of San Antonio, Bexar County, the Southwest Research Institute, Alamo Colleges, San Antonio Manufacturing Association, and several other entities.

## **13. MEMBERSHIPS/AFFILIATIONS/PUBLIC RELATIONS**

### Seguin Area Chamber of Commerce

Staff participated with the Seguin Area Chamber of Commerce by attending monthly luncheons and meetings, ribbon cuttings, membership in the Industrial Relations Committee, Marketing Committee and Governmental Affairs meetings. In February 2015, the SEDC participated in the annual Seguin Area Chamber of Commerce Business Showcase event, "Rock'n Your Business" and had a booth at the event. The SEDC was also a sponsor of the 94<sup>th</sup> annual Chamber Awards Banquet that took place on September 24, 2015.

### Seguin-Guadalupe Hispanic Chamber of Commerce

Staff continues to support the Hispanic Chamber of Commerce and communicates frequently with the Board President. SEDC was a silver level sponsor at the Hispanic Chamber of Commerce's 26<sup>th</sup> Annual Banquet "Embracing Growth" in February 2015.

### Texas Economic Development Council (TEDC)

Staff participated in quarterly conferences hosted by the TEDC. These events provide an opportunity for professional development by attending seminars on economic development best practices, industry trends, and networking with economic development professionals from throughout the state.

In December 2014, some staff, board members, and elected officials attended the TEDC's Economic Development Sales Tax Workshop in Austin. The workshop is designed specifically for economic development board members and local elected officials and includes information about economic and community development in general, plus changes to the Economic Development Sales Tax Law.

### Legislative Conference

In February 2015, Terry Trevino attended the 2015 TEDC Legislative Conference. The event featured numerous sessions on economic development topics and trends and an overview of the upcoming legislative session, two Peer Group Roundtables, a legislative panel discussion, and networking opportunities.

### Public Relations Outreach

In December 2014, Staff delivered holiday gifts of Seguin pecans to state legislators and key government offices in Austin.

Staff also participates in the Central Texas Technology Center Advisory Board meetings, the Center for Entrepreneurship Board meetings, various community civic organizations, City Council meetings, and continuous meetings with prospective developers and industries.

Other key public relations activities have included meeting with executive staff of local industries to discuss future expansion in the community.

### Property Home Tours

Throughout January and February 2015, SEDC participated in the local property tours sponsored by the Seguin Board of Realtors. These important events help SEDC promote Seguin as a great place to live, work, and play.

### Seguin Noon Lion's Club

In November 2014, Terry Trevino presented at the Seguin Noon Lion's Club. The presentation provided members information about the role of the SEDC in our community and updates on SEDC's latest developments.

### Saint Anne's Circle Presentation

In February 2015, Terry Trevino presented at the Saint Anne's Circle group at Saint James Catholic Church. The presentation provided members information about the role of SEDC in our community and updates on SEDC's latest developments.

### Area Real Estate Groups Presentations

In September 2015, Terry Trevino presented at the Women's Council of Realtors Monthly Luncheon and also at the Keller Williams New Braunfels Luncheon. The presentations were done at the request of both groups and highlighted the growth and potential for new residents and commercial development in Seguin.

## **14. STAFF DEVELOPMENT**

SEDC staff continues to enhance their understanding of economic development through available options including conferences, webinars, course work, and many other avenues to maintain a professional edge and keep Seguin's growth on a positive and forward path.

## **15. CHALLENGES**

### Retail

The Seguin Economic Development Corporation continues to seek an expanded and diversified retail base in addition to primary job creation. However, the nationwide retail market continues a slow uphill battle towards recovery from the impact of the past two years. Many retailers have scaled back or halted expansion plans or shifted focus to metro markets with proven track records. Despite these challenges, staff continues to aggressively market Seguin's retail opportunities to insure Seguin is positioned well as the market continues to improve. Current focus is on direct recruitment of retailers at ICSC events, coordination with retail developers such as New Quest, targeted marketing campaigns, and exploring strategic infrastructure development opportunities.

### Workforce Development

In discussions with major employers in Seguin, it is apparent that a continued focus on developing an available, skilled workforce is essential to remaining competitive. In an effort to address regional workforce development needs in Seguin, the CTTC created the

manufacturing technology academy that trains junior and senior high school students in a manufacturing trade. Seguin and New Braunfels high school students earn up to a total of thirty (30) college credit hours, graduate with a diploma and enroll in a two or four year college to earn a degree. Given the fact that the availability of a trained workforce is one of the most important site selection variables for companies, this workforce training system has the potential of providing a steady flow of new trained workers to put Seguin and New Braunfels at a distinct advantage. During this reporting cycle, an overwhelming interest in the dual placement program drove the need for additional funding for Accuplacer exams to be administered. Currently the CTTC is undergoing an expansion project which will add 26,000+ square feet to campus. Multiple agencies contributed to the funding of the expansion project including the City of New Braunfels, the New Braunfels Industrial Development Corporation, U.S. Department of Commerce EDA Grant and the SEDC who are contributing \$700,000.00.

## 16. SUMMARY OF REVENUES AND EXPENDITURES

**SEDC BUDGET - OPERATING FUND  
STATEMENT OF REVENUES AND EXPENDITURES  
FOR PERIOD OCTOBER 1, 2014 - SEPTEMBER 30, 2015**

	<u>Budget</u>	<u>Actual</u>	<u>Variance</u>
<b>Balance Forward as of October 1</b>	\$627,818	\$627,818	\$0
<b>Revenue</b>			
Sales Tax	\$1,126,667	\$1,202,373	\$75,706
Interest Revenues / Interest-Investment Pools	\$500	\$336	(\$164)
Interest Revenues / Restricted Cash	\$0	(\$462)	(\$462)
Interest Revenues / Tucker/Davis Properties	\$17,209	\$17,209	(\$0)
Interest Revenues / Advancing Cutting	\$14,648	\$13,472	(\$1,176)
Interest Revenues / City of Seguin-(Pure/Gntl	\$542	\$542	\$0
Misc. Revenues / Misc.	\$0	\$54,188	\$54,188
Lease Revenues/Tecni-Quip Building	\$18,000	\$16,500	(\$1,500)
Lease Revenues / Ewald Property House	\$7,200	\$7,200	\$0
Lease Revenues / Land for Billboard	\$3,888	\$3,888	\$0
Principal Revenue / Tucker/Davis Properties	\$30,256	\$30,256	(\$0)
Principal Revenue / Advanced Cutting	\$22,346	\$20,439	(\$1,907)
Principal Revenue / City of Seguin (Pure/Gntl	\$1,408	\$1,408	\$0
Sale of Fixed Assets / Sale of Real Estate	\$0	\$132,100	\$132,100
	<u>\$1,242,664</u>	<u>\$1,499,450</u>	<u>\$256,786</u>
<b>Expense</b>			
Professional Services / Professional Services	\$49,721	\$37,621	\$12,100
Professional Services / Annual Audit	\$5,500	\$5,000	\$500
Professional Services / Attorney Fees	\$48,000	\$48,000	\$0
Professional Services / Business Dev/Public Rel.	\$155,500	\$155,879	(\$379)
Professional Services / Small Bus. Development	\$58,000	\$57,881	\$119
Professional Services / Infrastructure Dev-Manfg.	\$100,000	\$97,245	\$2,755
Professional Services / Infrastructure Dev-Retail	\$50,000	\$3,772	\$46,228
Professional Services / Economic Dev. Services	\$250,000	\$253,048	(\$3,048)
Professional Services / Facility Development	\$20,000	\$20,000	\$0
Professional Services / Work Force Development	\$90,000	\$72,100	\$17,900
Repair and Maintenance / Property Maintenance	\$12,500	\$7,599	\$4,901
General Supplies / Operating Supplies	\$17,279	\$17,279	\$0
Education / Professional Development	\$12,000	\$5,447	\$6,553
Principal Payments	\$475,000	\$475,000	\$0
Interest Payments	\$58,600	\$58,600	\$0
	<u>\$1,402,100</u>	<u>\$1,314,470</u>	<u>\$87,630</u>
<b>Net Revenues (Expenses) before Transfers</b>	(\$159,436)	\$184,981	\$344,417
<b>Transfers to SEDC Incentive/Infrastructure Fund</b>	(\$400,000)	(\$400,000)	\$0
<b>Net Revenues (Expenses) after Transfers</b>	(\$559,436)	(\$215,019)	\$344,417
<b>Balance as of Septmeber 30, 2015</b>	<u>\$68,382</u>	<u>\$412,799</u>	<u>\$344,417</u>

**SUMMARY OF REVENUES AND EXPENDITURES – CONTINUED**

**Incentive/Infrastructure Fund  
 Project Activity Statement  
 For Active Projects through September 30, 2015**

	<u>Project Budget</u>	<u>Project Expenditures</u>	<u>Outstanding PO's</u>	<u>Balance</u>
Budgeted Commitments				
SH123 Sewer Extension	\$156,000	\$156,000	\$0	\$0
Stempel Road Sewer	\$200,000	\$196,535	\$0	\$3,465
CTTC Contribution	\$600,000	\$0	\$0	\$600,000
Schaefer Sewer Project	\$175,000	\$25,217	\$0	\$149,783
Downtown Infrastructure	\$50,000	\$1,600	\$0	\$48,400
Total Budgeted Commitments	\$1,181,000	\$379,352	\$0	\$801,648
Incentive/Infrastructure Fund Balance as of September 30, 2015	\$812,991			

## **17. AWARDS & RECOGNITIONS**

### Constant Contact All-Star Award

In February, SEDC was awarded the 2014 Constant Contact All Star Award for consistently demonstrating exemplary engagement with our audience. We consistently have high average open (typically more than 25%) and click through rates, low bounce rates, and regular communication with our audience. Only 10% of Constant Contact users receive this annual award.

### Bond Rating

Due in part to strong recent economic development activity, Fitch has awarded the bond rating for the City of Seguin from AA with a stable outlook. Standard and Poor's affirmed the City's AA- rating with a stable outlook.

**ATTACHMENT A: SOCIAL MEDIA OUTLETS**

**Facebook**



**Twitter**



**ATTACHMENT B: SAMPLE ADVERTISEMENTS**

**Chamber of Commerce Advertisement**

**JOBS**  
**Are Just The Beginning**

Building partnerships to support families & business

Creating new opportunities for growth in Seguin since 1994

30+ ACRES FOR SALE 830-401-2476

Land for New Developments

Improving Infrastructure

Small Business Consulting

Job Skills Training

Retail Establishments

Recent Developments:

\$35 million in new frontage road construction brings easy access to prime retail sites along I-10, including the 545-acre New Quest Seguin Town Center & our community's second Walmart Supercenter

1,500+ new homes in development

NewQuest PROPERTIES

GRUPO SIRO

Stay Connected: 1-888-4-SEGUIN www.seguinedc.com /seguinedc

**Seguin Daily News (Weekly Print Ad)**

The Best is Yet to Come...

Building partnerships to support families & business

IMPROVING INFRASTRUCTURE ♦ SMALL BUSINESS CONSULTING

JOB SKILLS TRAINING ♦ RETAIL DEVELOPMENTS

Creating new opportunities for growth in Seguin since 1994

RECENT DEVELOPMENTS:

niagara TRACTOR SUPPLY CO Walmart GRUPO SIRO

STAY CONNECTED:

www.facebook.com/seguinedc  
 www.twitter.com/seguinedc  
 1-888-4-SEGUIN

Seguin Economic Development Corporation

Scan to view aerial video of Seguin

**Job Fair Print Ad**

# Dress to Impress!

Meet with some of Seguin,  
Texas Largest Manufacturers!



**Now Hiring for the  
Following Positions!**

**Engineers  
Production  
Technicians  
Paraprofessionals  
Entry, intermediate,  
advanced level  
Internships Positions!  
And More!!!!**

# Job Fair!

Thursday,

**June 18, 2015**

11:00 a.m. to 7:00 p.m.

Seguin Coliseum

950 South Austin Street

Seguin, Tx 78155



**Bring Your Resumes!**

**Hosted By:**

Connect with SEDC



to find out more:

[www.facebook.com/seguedc](http://www.facebook.com/seguedc)

[www.twitter.com/seguedc](http://www.twitter.com/seguedc)



**ATTACHMENT C: MONTHLY NEWSLETTER EMAIL BLAST**



**Seguin Economic Development Corporation**

**The City of Seguin Experiences Vast Increase in New Single-Family Permits Issued**

1,850+ Rooftops Planned for Seguin, Texas



Seguin, Texas serves as the county seat for the second fastest growing county in the nation, Guadalupe County. According to the US Census



**ATTACHMENT D: MARKETING VIDEO**

